

<b>COMPLAINT NUMBER</b>	18/227
<b>COMPLAINANT</b>	J Harper
<b>ADVERTISER</b>	Gevir Products NZ Ltd.
<b>ADVERTISEMENT</b>	Gevir Products NZ Ltd Digital Marketing
<b>DATE OF MEETING</b>	29 October 2018
<b>OUTCOME</b>	Settled

**Advertisement:** The website advertisement for Gevir Deer Velvet promotes the health benefits of deer velvet products, describing them as “an effective natural health remedy increasing stamina and bringing relief from medical conditions or injury”.

**The Chair ruled the complaint was Settled.**

**Complainant, J Harper, said:** This firm sells deer velvet to New Zealanders as a health product. They state, our supplement is an effective natural health remedy increasing stamina and bringing relief from medical conditions or injury. They fail to specify these medical conditions or injuries. No evidence is provided for this health claim.

This is I believe a breach of the ASA's Therapeutic Codes principle 2 and rule 2(a) that advertisements are truthful and claims shall be able to be substantiated.

Given the NZ Medical Journal analysis on deer velvet, these claims are far from substantiated.

<https://www.nzma.org.nz/journal/read-the-journal/all-issues/2010-2019/2012/vol-125-no-1367/article-gilbey>. This study concluded, claims that velvet antler supplements have beneficial effects for any human condition are not currently supported by sound clinical data from human trials.

**The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 2(a).**

**The Chair** noted the Complainant's concerns the advertisement contained claims about the health benefits of Gevir Deer Velvet which couldn't be substantiated.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, removing references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair's Ruling:** Complaint **Settled**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.